

# INTERESTED IN CIGARETTE ADVERTISING?

Words, claims, clever advertising do sell plenty of products. But obviously they do not change the product itself.

That PHILIP MORRIS are less irritating to the nose and throat is not a claim. It is the result of a difference in manufacture, *proved\** advantageous over and over again.

But why not make your own tests? Why not try PHILIP MORRIS on your patients who smoke, and *confirm* the effects for yourself.

## PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.  
119 FIFTH AVENUE, N. Y.

\* *Laryngoscope*, Feb. 1935, Vol. XLV, No. 2, 149-154  
*Laryngoscope*, Jan. 1937, Vol. XLVII, No. 1, 58-60

---

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071335